

## 1990

January	Discovery launches The Discovery Interactive Library, cable television's first entry into the interactive video market.
February	Discovery forms its first corporate programming partnership, signing an agreement with Mobil Corporation, Saudi Basic Industries Corporation (SABIC), and the Saudi Arabian Oil Company (Saudi ARAMCO). The agreement supports the world television premiere of <b>Arabia: Sand, Sea &amp; Sky</b> .
April	<p>Discovery enters the home video arena via direct home video sales. Initial offerings include a minimum of one video per month.</p> <p>Discovery passes the 50 million subscriber mark according to A.C. Nielsen's May Universe Estimate. Discovery stands at 50,367,000 households and ranks as the 7th largest cable network.</p> <p>Discovery ranks #1 in non-subscriber interest (43%) in second annual Beta non-subscriber survey -- well ahead of CNN (35%), ESPN (35%) and AMC (33%).</p>
May	Discovery announces that it will double its original programming hours and offer nearly seven times as many hours of originally created anthologies for its upcoming season.
September	Nielsen announces that Discovery is available to 52.5 million households, making it the sixth largest cable network and surpassing MTV.

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## 1991

March	Discovery's Production Unit launches its quarterly <b>Discovery Specials</b> with the world television premiere of <b>Citizen Carter</b> , a chronicle of Jimmy Carter's post-presidential years.
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# FAST FACTS

Discovery Communications, Inc.

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April

Discovery continues as a top-ranked service in nonsubscriber interest, according to the Beta survey.

May

Discovery reaches definitive agreement to purchase The Learning Channel from Financial News Network and Infotechnology, Inc.

September

Discovery airs **The Second Russian Revolution**, an unprecedented six-part series on the rise and fall of Soviet President Mikhail Gorbachev. The critically acclaimed series features extensive interviews with Kremlin and KGB insiders.

October

Discovery Network, part of the newly formed

February	Yankelovich Monitor study finds that Discovery is the most recognized environmental cable network, according to a survey of television viewers.
March	Discovery offers its viewers a fresh look at the 1992 presidential hopefuls with its timely special, <b>The Presidential Candidates: Address to the Nation</b> . The two-hour program is anchored by CBS News veteran Walter Cronkite.
April	<p>Discovery presents its most ambitious original production, <b>In the Company of Whales</b>, a feature length film that captures the true beauty and essence of the world's largest mammals. The film is hosted by the world's foremost whale expert, Roger Payne.</p> <p>The Learning Channel launches <b>Teacher TV</b> as a weekly series in response to the overwhelmingly positive feedback of teachers to the November 1991 pilot.</p>
May	<p>The Discovery Channel announces its fall season lineup, its most ambitious ever, with 33 percent of programming original, co-produced or commissioned.</p> <p>Discovery is again #1 in non-subscriber interest (62%) versus CNN (52%) and the Family Channel (43%). Discovery's new acquisition, The Learning Channel, is ranked #1 in non-subscriber interest among new channels (35%), outranking Comedy Central (28%) and the Sci-Fi Channel (26%).</p>
June 17	The Discovery Channel marks its 7th anniversary ranked as the 5th largest cable network with 57.8 million subscribers.
July	Discovery receives its first prime-time Emmy nomination as <b>In the Company of Whales</b> is nominated by the Academy of Television Arts and Sciences in the category of Informational Special.

# FAST FACTS

Discovery Communications, Inc.

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August

The Learning Channel announces the launching in December of **Ready, Set, Learn!**, a daily six-hour commercial-free block designed to engage two-to-six year olds in enriching programming solely devoted to enhancing their readiness for school.

October 1

A year after its relaunch, The Learning Channel celebrates its one-year anniversary with a subscribership of 17.6 million, up from 15.5 million, its count on October 1, 1991.

December 11

Discovery Communications, Inc. leaps into television's new technology field as it announces **Your Choice TV™** -- a venture designed to help organize the hundreds of new viewing options made possible by digital compression.

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**1993**

January

Discovery Communications, Inc. consolidates ownership of The Discovery Channel - Europe as part of a strategy to create a global brand for the company's highly successful U.S. cable network, The Discovery Channel. DCI also consolidates ownership of The Learning Channel - U.K., which is currently a three-hour-a-day educational television service available only on cable in the United Kingdom.

# FAST FACTS

## John Hendricks

**Founder, Chairman and CEO  
Discovery Communications, Inc.**

Recently hailed by **Business Week** magazine as "the conscience of cable," John S. Hendricks is founder, Chairman of the Board and Chief Executive Officer of Discovery Communications, Inc. (DCI).

DCI owns and operates cable television's The Discovery Channel and The Learning Channel, as well as ancillary businesses in home video, interactive video, magazine publishing, and international program and distribution.

He incorporated the company, originally called Cable Educational Network, Inc., in 1982 in order to develop a new cable television service. As a result of these efforts, The Discovery Channel was launched on June 17, 1985. As the founder of The Discovery Channel, Hendricks created America's first cable network designed to provide world class documentary programming in the areas of nature, science and technology, history, human adventure and world exploration. The Learning Channel, which the company acquired in May 1991, complements Discovery with its mission to consistently offer people of all ages -- from pre-schoolers on -- an enjoyable, entertaining way to learn and satisfy their natural curiosity.

With an initial investment of \$25 million and Hendricks' obsession to bring documentary programming and innovative specials to American television, The Discovery Channel has become one of the fastest growing cable television networks and now ranks fifth in size, with nearly 59 million subscriber households.

-more-

## **John Hendricks**

**(continued)**

Hendricks also serves as: Chairman, Board of Governors, National Academy of Cable Programming; Member, Board of Directors, University of Maryland Foundation; Member, James Madison Council, Library of Congress; Member, National Council, National Museum of Natural History, Smithsonian Institute; Member, Board of Directors, Cable Television Advertising Bureau; and Member, Advisory Board, Lowell Observatory.

Before Discovery, Hendricks served as president of the American Association of University Consultants (AAUC) - from 1976 to 1982. Hendricks founded AAUC, a private consulting organization specializing in media relations, television distribution to educational programming and direct mail marketing of educational programs and services. Clients of AAUC during Hendricks' tenure included over 160 colleges, universities and educational film distributors. AAUC worked to generate corporate grant support for university media projects and research activities in the sciences.

In conjunction with his AAUC duties between 1974 and 1980, Hendricks served as Director of Corporate Relations for the University of Maryland (Central Administration). Hendricks managed efforts that generated corporate and foundation contributions totalling \$7 million annually.

From 1973 to 1974, Hendricks served as Director of Community and Governmental Relations for the University of Alabama in Huntsville. While serving as Director, Hendricks raised \$3 million in contract awards.

Hendricks holds a B.A. in History (Magna Cum Laude, 1973) and an Honorary Doctorate (1991) from the University of Alabama in Huntsville.

# FAST FACTS

## Ruth L. Otte

### **President and Chief Operating Officer Discovery Networks**

Ruth L. Otte is a business executive committed to creating a better world, and she firmly believes that television can play a critical role in that endeavor. As President and Chief Operating Officer of Discovery Networks, which manages and operates The Discovery Channel and The Learning Channel, she puts her ideals into practice. Discovery Networks' mission is to present television that enlightens and educates, as well as entertains.

Otte's efforts have won worldwide acclaim for The Discovery Channel, and helped transform a small, entrepreneurial venture into an international multimedia company that operates the fifth largest cable television network in the United States.

When Otte joined The Discovery Channel in October 1986, she established an environment where people are committed to working together with trust and mutual respect, dedicating themselves to innovations in customer service and the production of a quality product, while keeping an eye on the bottom line. She encourages open communication and strives to make everyone conscious of the importance of anticipating and quickly responding to customer concerns and marketplace changes. Most importantly, she ensures that both The

**Ruth L. Otte**  
(continued)

earned an enviable reputation for its innovative documentaries and nonfiction specials and series covering such topics as nature and the environment, science and technology, history, human adventure and world exploration. The Learning Channel, cable's premier education network, consistently offers people of all ages -- from pre-schoolers on -- an enjoyable, entertaining way to learn and satisfy their natural curiosity.

Otte is quick to share credit with her extraordinary management team, individuals who, she says, help her to continually learn and grow. She believes that learning and continually challenging fundamental assumptions are essential to the company's success. People at all levels are encouraged to innovate and take the lead to create and enroll their colleagues in collaborative goals and projects.

Before joining Discovery, Otte honed both her knowledge of the cable business and her management skills at MTV Networks, where she spent seven years, most recently as Vice President of Marketing for MTV and VH-1 in New York. Her prior background includes eight years of marketing and consumer research experience with major corporations that include The Coca Cola Company, Fuqua Industries, Inc., Eaton Corporation and ITT.

Otte holds an M.B.A. from Georgia State University (1978) and a B.S. from Bowling Green State University (1971) in Bowling Green, Ohio. She graduated magna cum laude from both institutions.

Otte is currently CEO in Residence with the Graduate School of Management & Technology at the University of Maryland, University College. Otte was the 1991 Chairman of the Cable Television Administration & Marketing Society and has served on its Board of Directors since 1987. Her accolades include: the cable industry's Woman of the Year in 1987; one of the Top Ten Women in Cable in 1989;

 National Cable Television Association



# FAST FACTS

## **Greg Moyer**

**Executive Vice President  
Programming Group  
Discovery Communications, Inc.**

As Executive Vice President of Programming for Discovery Communications, Inc. (DCI), Greg Moyer oversees the creation and acquisition of DCI's programming both domestically and internationally as the company continues to add services worldwide.

Moyer joined The Discovery Channel at launch in August 1985 as Director of Communications. In January 1987, he was named Vice President of Marketing and

**Greg Moyer**  
(continued)

Since assuming responsibilities for programming in 1988, Moyer has steered Discovery into an aggressive strategy of original and co-production. Among the first programs were **Ivory Wars**, the critically acclaimed examination of elephant poaching in East Africa, and **Black Tide**, a one-year retrospective look at the tragic oil spill in Valdez, Alaska. Discovery's first originally commissioned series, **Invention**, produced in association with The Smithsonian Institution and the Beyond International Group, premiered in the fall of 1990. Today, there are over 300 hours of original production in the Discovery pipeline.

As head of Marketing and Communications, Moyer's first contributions included launching the award-winning **TDC** magazine (relaunched in September 1992 as **Destination Discovery**); creating the first trade advertising campaign for Discovery; and designing print materials for Discovery affiliates and press promotion.

Moyer was also one of two project art directors responsible for creating Discovery's new on-air promotional package. The on-air look won the "Best of Show" award in the Broadcast Designers Association's 10th Annual International Design competition in 1988.

After graduating from Bucknell University with a B.A. in Communications (1975), Moyer worked as an editor for a chain of daily newspapers in suburban Philadelphia before leaving to incorporate as a freelance photographer, writer, editor and designer. In 1980, he moved to Washington and accepted the post as Director of Communications for the Center of Science in the Public Interest, where he designed and executed a media and marketing plan that drove membership of the Washington, D.C.-based non-profit organization from 25,000 to 80,000 members.

Moyer left the Center for Science to accept the post at Discovery less than two months after the cable service launched.

IS YOUR WORLD REACH II

ALASKAN  
BEARS



## ALASKAN BEARS

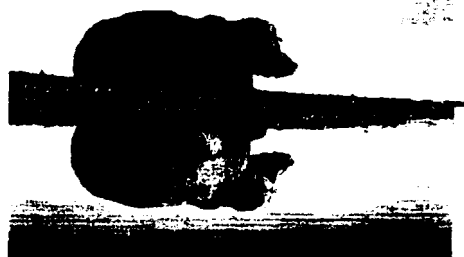
Going where no camera has gone before, the producers of *Alaskan Bears* create respect and concern for these awe-inspiring creatures.

Filming with the aid of bear experts from the Alaska State Department of Fish and Game, *Alaskan Bears*' camera crews were able to get incredibly close to their subjects in never-before-seen, remote areas of Alaska. The one-hour special focuses on how the bears have adapted to a tough Alaskan environment.

Extraordinary footage shows bears preparing for hibernation, searching for food, and going on "spring break" – a period when the usually isolated creatures enjoy each others' company. Breathtaking cinematography captures the land in which they live: volcanic mountains and rugged shorelines.



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5 FOUR WORLD



A WORLD  
AWAY

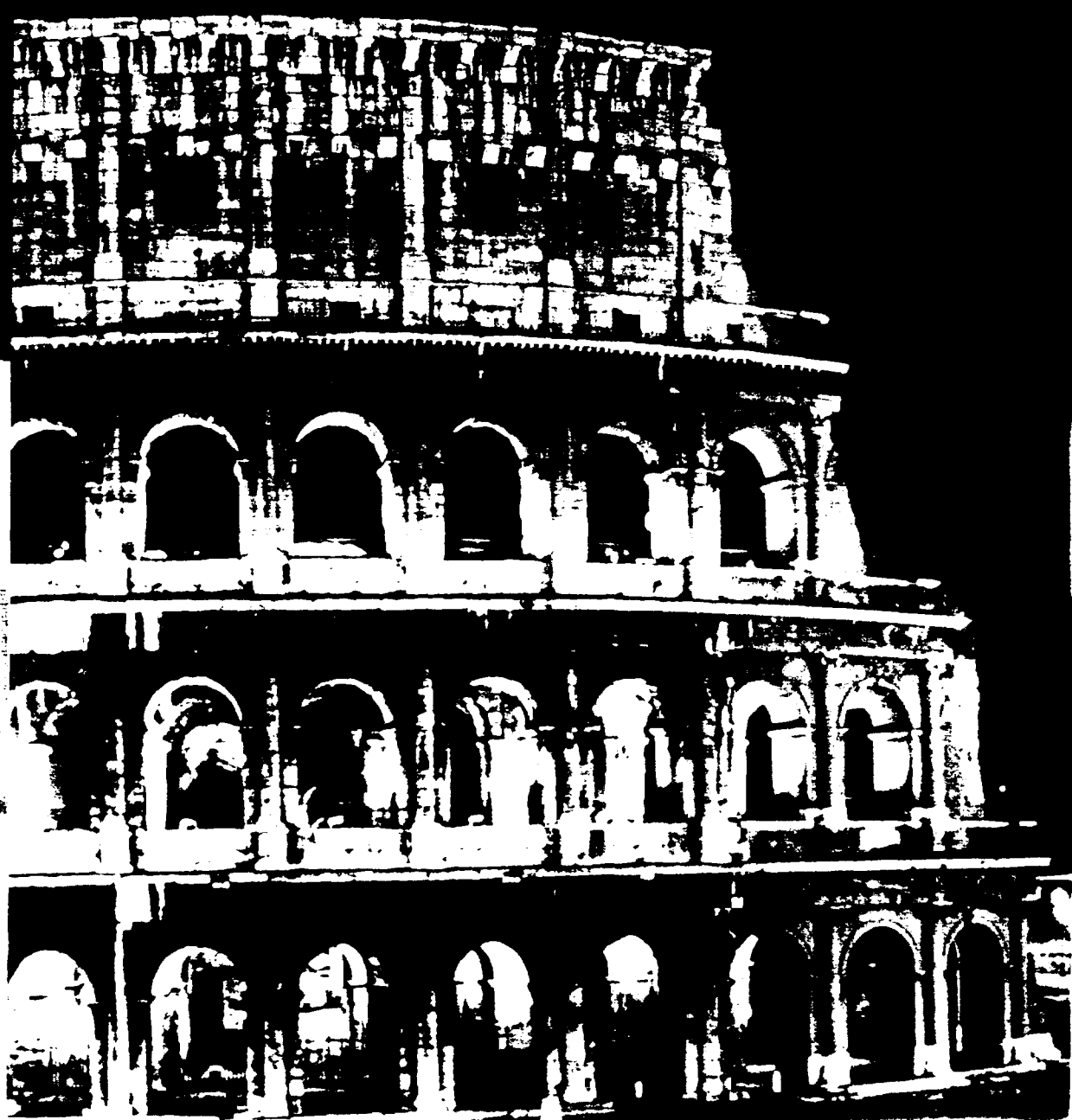
PORTRAIT OF  
A PEOPLE

DISCOVERY  
PROFILE  
SERIES

DISCOVERY  
SHOWCASE

DISCOVERY  
SIGNATURE  
SERIES

DISCOVERY



THE  
**Discovery**  
CHANNEL

## A WORLD AWAY



Let award-winning writer/producer Nancy Glass tempt you away from your usual routine with a whirlwind trip to an unusual destination. From an impromptu bongo concert in

London's Covent Garden to a stirring Buddhist ceremony in a Tibetan shrine to the sparkling spray of a wild New Zealand adventure, it's a series of **one-hour** trips that truly take you...*A World Away*.

## PORTRAIT OF A PEOPLE

*Portrait Of A People* is a new, multiple award-winning anthology of shows concerning endangered cultures. Worldwide events make this anthology of **hour-long episodes** even more important than ever. One of this year's episodes, *Disappearing Worlds: The Wodaabe*, features a cattle herding tribe in the vast African desert. As the Wodaabe lifestyle grows more and more tenuous, so does their tribal identity. The cameras that filmed this episode may have captured the Wodaabe's last moments. Other episodes this year include *Fragile Earth: Triangle of Life*, *Lost Land of Tanu Tuva*, and *Disappearing Worlds: The Kayapo*. Many episodes of *Portrait Of A People* were made by Granada TV, maker of JEWEL IN THE CROWN and BRIDESHEAD REVISITED.



Host: Phil Donahue

## DISCOVERY PROFILE SERIES

Focusing on magnetic personalities, historical events and social sciences. That's the mission of *Discovery Profile Series*, a returning anthology of **one-hour mini-series episodes**. This year, the mini-series includes *Great Fighting Machines of World War II*, which

## DISCOVERY SHOWCASE

Since the fall of 1988, *Discovery Showcase* has presented a potpourri of some of Discovery's most popular programs and exciting premieres. Continuing in the tradition of superlative **hour-long episodes**, this year's schedule includes two **new** episodes: *The Nature*

## DISCOVERY SIGNATURE SERIES

Discovery is known for its nature and adventure series and *Discovery Signature Series* is the best of the best. This year's **hour-long programs** include the **new** mini-series *Endangered World - Zimbabwean Trilogy*, the **new** five-part mini-





## DISCOVERY SUNDAY

*Discovery Sunday* features premiere airings of high-profile documentaries and repeats of popular programs in a variety of genres often with a pop culture twist. The **two-hour block** may showcase two different one-hour programs or one two-hour program. Highlights for this season include *Radio Bikini*, a chronology of atomic testing on Bikini Atoll, *Beyond Bizarre*, an exploration of strange people, places, and rituals, *Korea: The Forgotten War*, and *Women Undercover*, a look at women working for the DEA hosted by actress Betty Thomas (Sgt. Lucy Bates of *HILL STREET BLUES*).

## DISCOVERY PRESENTS...

All week long for 13 weeks, *Discovery Presents ...* offers viewers **hour-long** opportunities to immerse themselves in exciting, engrossing and often unusual subjects. Viewers might spend five consecutive nights exploring *The Wonder of Western Australia*. The next week, they'll delve into *Timewatch*, the series that probes the mysteries of history. Or broaden their understanding of our world in Emmy Award-winning *Planet Earth*. Every night the story builds. Every week a new subject takes the stage. *Discovery Presents ...* is a unique chance to know a single subject inside out - and that means viewers come back night after night, week after week.







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IT'S YOUR WORLD



## FRONTIERS OF FLIGHT

The first powered flight. The first cross-country flight. The first transatlantic flight. The first flight around the world. The first space flights. Each barrier fell to brave men and women who risked and sometimes lost their lives. Who better than the Smithsonian Institution and Discovery to recount that glorious, exciting history? Each episode of this new hour series celebrates different *Frontiers Of Flight*, as filmmakers revisit the excitement with the classic plane collection

## SKYBOUND

From gossamer-winged ultra-lights to 3,000 meter free falls, the intoxicating thrill of breaking earthly bonds is captured in *Skybound*. Discovery's new half-hour series explores different facets of flying: helicopters, aerobatics, gliders, parasailing, bush pilots, engineering, development and more. *Skybound* brings earth-bound viewers real life adventure most can only dream about.

## X-PLANES

How does it feel to punch a hole in the sky? Chuck Yeager knows. In *X-Planes*, Yeager and other test pilots will tell you what it's like to push the edge of the envelope in an experimental prototype. *X-Planes'* cameras put you in the cockpit of the X-2 No. 2 as Mel Apt breaks Mach 3 - and then crashes in a ball of flame on a dry lake bed. Discovery's new half-hour series brings viewers more fascinating facts about the airplane prototypes, more stories of their design and designers,

## WINGS

*Wings* is back for another heart-pounding, adrenaline-rushing season. Discovery's returning hour-long anthology is the last word for flight fans. Fighting jets and civilian transports. Stealth bombers and supersonic missiles. Viewers get a healthy dose of history, behind-the-scenes stories, techno-info and slam-back-into-their-seats views from the cockpit. For speed and precision, *Wings* is where it's at, and diehard viewers agree.

...S YOUR WORLD

THE BIG WET

THE  
**Discovery**  
CHANNEL

## THE BIG WET

Once a year, the dry reaches of Northern Australia are battered by torrential monsoon rains. Where does a koala bear go in the downpour? Does the duckbill platypus mind the monsoons? Viewers will find out in



*The Big Wet*, a new one-hour documentary offering a rare glimpse of an annual natural drama. For some it's a time of regeneration; for others, a moment of reckoning.

Produced in Australia, *The Big Wet* looks at how one of the most unusual ecosystems on earth reacts to the variables of the monsoon.



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IT'S YOUR WORLD REACH IT

JUSTICE FILES

TERRA X

ARTHUR C.  
CLARKE'S  
WORLD OF  
STRANGE  
POWERS

THE  
**Discovery**  
CHANNEL®

**JUSTICE FILES**

*Justice Files*,  
Discovery's  
new hour-  
long series,  
presents a

**TERRA X**

The Curse of the Pharaoh.  
Atlantis. Ancient astro-  
nauts visiting Corsica  
and Malta. Is there any  
truth to these myths?

**ARTHUR C. CLARKE'S  
WORLD OF  
STRANGE POWERS**

Magic...extra-sensory-  
perception...ghosts. The  
supernatural is the  
subject when scientist,  
author and inventor





## GRAHAM KERR

Emmy Award-winning chef **Graham Kerr** - the Galloping Gourmet - presents his "mini/maxi" method of food preparation: **minimum risk** (low-cholesterol, low-fat, low-calorie) with **maximum flavor** (full of aroma, color and texture). And while his concoctions have lost what's bad for you, his new fast-paced **half-hour shows** are still full of zany humor, helpful hints and celebrity guests. Recipes are prepared in association with the American Heart Association.

CABLE PREMIERE



## GREAT CHEFS

**Great Chefs.** Every city in America has them - the local stars of the culinary cosmos who elevate regional favorites to international standards. From Chicago's smoky ribs to New Orleans' Cajun spice, Discovery's returning **half-hour series** comes back with 26 new episodes this fall, dropping into the kitchens of America's **Great Chefs** to learn their secrets. Along the way, viewers will also feast on the culture, music and unique atmosphere of the cities the **Great Chefs** serve.



## THE LOW CHOLESTEROL GOURMET

Viewers learn how to prepare gourmet food that's good for you on **The Low Cholesterol Gourmet**. Discovery's returning **half-hour series** is hosted by health expert and best-selling author Lynn Fischer. Each show brings zippy, zesty recipes that are low in fat, sugar and sodium but loaded with flavor. Medical experts, nutritionists and other experts visit Lynn's kitchen to deliver advice and timely health tips. All facts are supervised and approved by the National Cancer Institute. Includes 6 world premieres this fall.

A DISCOVERY ORIGINAL PRODUCTION.



## PASQUALE'S KITCHEN EXPRESS

"If I sing when I cook, the food will be happy." So says Pasquale Carpino, and fans of his returning **half-hour series** and best-selling cookbook must agree. On **Pasquale's Kitchen Express**, Carpino whips up full course gourmet meals (grilled lobster tails with tarragon; pear and mandarin flambe) in just 21 minutes, all the while belting out arias from *Rigoletto*.



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